

TO: Members of the Board of Trustees

FROM: Michael Claire, Chancellor

PREPARED BY: Julie Johnson, Chief Human Resources Officer  
David Feune, Director, Human Resources

**APPROVAL OF PERSONNEL ITEMS**

New employment; changes in assignment, compensation, and placement; leaves of absence; changes in staff allocation and classification of academic and classified personnel; retirements, phase-in retirements, and resignations; equivalence of minimum qualifications for academic positions; and short-term temporary classified positions.

**A. ADMINISTRATIVE APPOINTMENT, REAPPOINTMENT, ASSIGNMENT, AND REASSIGNMENT  
(NP = New position, \* = New Employee)**

**College of San Mateo**

**Priscilla Menjivar** Acting Program Manager (Promise Program) Office of Vice President  
Of Student Services

Reassigned from Program Services Coordinator (Grade 27 of the Classified Schedule 60; Salary Range: \$68,580 - \$87,504) into this acting role (Grade 189E of the Academic-Classified Exempt Supervisory Schedule 35; Salary Range: \$105,696 - \$133,884), effective September 12, 2022, replacing Elizabeth Morales who was reassigned.

**Elizabeth Morales** Acting Director of Guided Pathways and Promise Office of Vice President  
of Student Services

Reassigned from Program Manager (Promise Program) (Grade 189E of the Academic-Classified Exempt Supervisory Salary Schedule 35; Salary Range: \$105,696 - \$133,884) into this acting role (Grade 193E of the same Salary Schedule; Salary Range: \$135,240 - \$171,324), effective September 12, 2022, replacing Alexandra Luicharoenwatthana who is on leave.

**Linda Truong** Interim Director of High School Transitions and Dual Enrollment Strategic Initiatives and  
Economic Development

Reassigned from Project Director (Grade 175S of the Classified Professional-Supervisory Salary Schedule 40; Salary Range: \$73,272 - \$93,600) into this interim role (Grade 193E of the Academic-Classified Exempt Supervisory Schedule 35; Salary Range: \$135,240 - \$171,324), effective September 12, 2022, replacing Tiffany Zammit who resigned.

**B. PUBLIC EMPLOYMENT**

**1. New Hires (NP = New Position, \* = New Employee)**

**Skyline College**

**Paolo Briones\*** Instructional Aide II (NP) Academic Support and Learning Technologies

New part-time (40%), 10-month classified employment (Grade 22 of the Classified Salary Schedule 60; Salary Range: \$20,184 - \$25,896), effective September 9, 2022. This position was previously Board approved on June 22, 2022.

**John Chew\*** Instructional Aide II (NP) Academic Support and Learning Technologies

New part-time (40%), 10-month classified employment (Grade 22 of the Classified Salary Schedule 60; Salary Range: \$20,184 - \$25,896), effective September 9, 2022. This position was previously Board approved on June 22, 2022.

**Jonathan Justo\*** Instructional Aide II (NP) Academic Support and Learning Technologies

New part-time (40%), 10-month classified employment (Grade 22 of the Classified Salary Schedule 60; Salary Range: \$20,184 - \$25,896), effective September 9, 2022. This position was previously Board approved on June 22, 2022.

**Whitney Liu\*** Instructional Aide II (NP) Academic Support and Learning Technologies

New part-time (40%), 10-month classified employment (Grade 22 of the Classified Salary Schedule 60; Salary Range: \$20,184 - \$25,896), effective September 9, 2022. This position was previously Board approved on June 22, 2022.

**Monina Ubungen\*** Instructional Aide II (NP) Academic Support and Learning Technologies

New part-time (40%), 10-month classified employment (Grade 22 of the Classified Salary Schedule 60; Salary Range: \$20,184 - \$25,896), effective September 9, 2022. This position was previously Board approved on June 22, 2022.

**2. Re-Employment**

**C. REASSIGNMENT THROUGH THE HIRING PROCESS**

**Skyline College**

**Annie Trinh** Senior Accounting Coordinator Administrative Services

Reassigned from a full-time, 12-month Accounting Technician (Grade 24A of the Classified Salary Schedule 60; Salary Range: \$64,488 - \$82,464) into this full-time 12-month classified position (Grade 31A of the same salary schedule; Salary Range: \$76,404 - \$97,620), effective September 9, 2022, replacing Nancy Argarin who was reassigned.

**D. TRANSFER/ADMINISTRATIVE REASSIGNMENT**

**Cañada college**

**Josue Alcaraz**

Retention Specialist  
(NSF ASCENT Grant)

Science and Technology

Reassigned through the managed hiring process from a Program Services Coordinator (Funded by the GANAS Grant) (Grade 27 of the Classified Salary Schedule 60; Salary Range: \$68,580 - \$87,504) at Cañada College into this part-time (50%), 10-month position (Grade 24 of the same salary schedule; Salary Range: \$26,560 - \$34,015), effective October 1, 2022. Josue Alcaraz will be y-rated at the current salary level.

**College of San Mateo**

**Derek Vargas**

Instructional Aide II

Math and Science

Reassigned through the managed hiring process from a full-time, 12-month Program Services Coordinator (Grade 27 of the Classified Salary Schedule 60; Salary Range: \$68,580 - \$87,504) into this full-time 12-month classified position (Grade 22 of the same salary schedule; Salary Range: \$60,552 - \$77,688), effective September 9, 2022, replacing Christina Arenas who resigned. Derek Vargas will be y-rated at the current salary level.

**District Office**

**Robert Nolasco**

Groundskeeper

Facilities

Transferred from a Groundskeeper (Grade BB of the Buildings and Grounds Salary Schedule 70; Salary Range: \$54,360 - \$67,596) at College of San Mateo into this full-time 12-month position at Cañada College at the same grade level of the same salary schedule, effective August 3, 2022.

**E. NON-REPRESENTED EMPLOYEES ADDITIONAL DUTIES ASSIGNMENT**

**None**

**F. CHANGES IN STAFF ALLOCATION**

**College of San Mateo**

1. Recommend a change in staff allocation to add one full-time, 12-month Administrative Assistant position (Grade 27 of the Classified Salary Schedule 60; Salary Range: \$68,580 - \$87,504) in the Strategic Initiatives and Economic Development Department, effective September 9, 2022. (*Justification Attachment #01*)

## District Office

2. Recommend a change in staff allocation to add one full-time, 12-month Admissions and Records Assistant III position (Grade 24 of the Classified Salary Schedule 60; Salary Range: \$63,840 - \$81,636) in the Transcript Evaluation Services Department, effective September 9, 2022. (*Justification Attachment #02*)
3. Recommend a change in staff allocation to delete one full-time, 12-month Mail Clerk position (1C0033) at Grade 13 of the Classified Salary Schedule 60 (Salary Range: \$47,424 - \$60,288) and add one part-time (50%), 12-month Mail Clerk position (Salary Range: \$23,712 - \$30,144) in the General Services Department, effective September 9, 2022. (*Justification Attachment #03*)
4. Recommend creation of a new classification titled, "Marketing Cloud and Experience Administrator (CRM)" (Grade 191E of the Academic-Classified Exempt Supervisory Schedule 35; Salary Range: \$116,808- \$147,984), effective September 9, 2022. In addition, recommend a change in staff allocation to add one full-time, 12-month Marketing Cloud and Experience Administrator (CRM) position in ITS, effective September 9, 2022. (*Justification Attachment #04*)

### **G. PHASE-IN RETIREMENT**

None

### **H. LEAVE OF ABSENCE**

None

### **I. PUBLIC EMPLOYEE RETIREMENT AND RESIGNATION**

#### **1. Retirement**

##### Cañada College

**Judith Lariviere**

Assistive Computer Technology Specialist

Counseling

Retirement effective August 15, 2022, with 20.5 years of District service. Eligible for District retiree benefits.

#### **2. Post-Retirement**

None

#### **3. Resignation**

##### College of San Mateo

**Ashley Phillips**

Director of Career Education

Business/ Technology

Resignation effective August 19, 2022, with 5 years of District service.

**Tiffany Zammit**

Director of High School Transitions  
And Dual Enrollment

Strategic Initiatives and  
Economic Development

Resigned effective July 29, 2022, with 4 years of District service.

**J. ESTABLISHMENT OF EQUIVALENCY TO MINIMUM QUALIFICATIONS**

**None**

**K. PROFESSIONAL EXPERT/CONTRACT POSITIONS**

**None**

**L. SHORT-TERM, NON-CONTINUING POSITIONS**

**None**

## **New Position Request - Executive Summary**

**Organization:** College of San Mateo

**Position Title:** Administrative Assistant

**Position Classification and Salary Range:** Salary Schedule 60, Grade 27 \$68,580.00 to \$87,504.00

**Position Funding Source:** Fund 1

### **Position Description**

The Administrative Assistant performs difficult and specialized clerical and administrative support for the Executive Director of Strategic Initiatives and Economic Development (SIED) with an expectation of resolving problems and making independent decisions with minimum supervision. The Administrative Assistant exercises independent judgment while initiating and coordinating office procedures and timelines in order to provide support for the administrative unit, analyzes situations accurately, and takes appropriate action in identifying problems and recommending solutions. Under direction, the employee initiates, implements and coordinates other staff workloads and timelines in order to complete major projects and to provide support for various senior administrative unit services. Public contact is extensive, and involves College and District staff, faculty, students, vendors, other educational institutions, business and community representatives, regulatory agencies, and governmental agencies. A high degree of independent judgment and creativity is required to resolve many minor and occasional major problems that arise, by selecting from among alternative procedures that are available. Administrative Assistants can lead the work of other clerical staff, volunteers and student assistants as assigned.

### **Rationale/Justification for the Position**

The College has expanded many major programs and services that directly support District and College strategic priorities/goals that includes the Free SMCCCD Initiatives.

The administrative assistant will provide direct clerical support for the executive director and carry out administrative tasks that assist with advancing activities associated with the college's revitalization and restructuring of the college and community strategic initiatives and economic development infrastructure.

The position proposed will support the following districtwide and college-level strategic goals and strategies:

- Increase community partnerships that lead to College of San Mateo being a workforce and economic development engine in our communities
- Measure the impact of new and existing Districtwide efforts to increase access, success, and completion while reducing equity gaps for disproportionately impacted student groups.

- Expand dual enrollment, early college, concurrent and e-college opportunities and make processes more efficient and accessible for secondary schools and their students.
- Increase collaboration, interaction, and alignment with high school partners to increase successful transitions from local high schools to ensure higher education is accessible for all San Mateo County high school students.
- Encourage the development of methodologies that increase the number of students who utilize support services that enable them to stay in school and succeed.
- Strengthen the alignment of career education programs with projected workforce needs.
- Create faculty-to-faculty collaboration as part of high school partnerships for Dual Enrollment and Guided Pathways to better align curricula and to create seamless transitions from secondary to postsecondary education.

In order to fully enact the district and college strategic plans referenced above, several new responsibilities would need to be assigned among the Strategic Initiatives and Economic Development Unit. Under the current structure the college does not have capacity to fully execute and expand the strategies listed above for the following reasons:

- There is no designated administrative support for the Strategic Initiatives and Economic Development Unit

#### **Process Used**

Consultation with HR, and discussions with Academic Senate, Classified Senate, and Student Senate, and Management Council members. The college senate leadership have been consulted and the three senates support the addition of the Strategic Initiatives and Economic Development Unit.

**New Position - Executive Summary**

**Organization:** District Office, Transcript Evaluation Services

**Position Title:** Admissions & Records Assistant III

**Position Classification & Salary Range:** Classified Salary Schedule 60, Grade 24,  
Range \$ 63,840.00 - \$81,636.00

**Position Funding Source:** Fund 1

**Position Description:**

Admissions & Records Assistant III will perform clerical and technical duties for the Transcript Evaluation Services department of the District Office. The Admissions & Records III will report directly to the Program Supervisor, Transcript Evaluation Services. The Admissions & Records III will provide policy and procedural information to students and staff, maintain the electronic and online application problem queue, enter and retrieve enrollment and related data, and provides analysis and evaluation of records of enrollment and completed coursework to verify eligibility and completion of degree and certificate programs for college and outside agency purposes.

**Roles & Responsibilities:**

The Admissions & Records III is responsible for the following:

1. Responsible for exchanging information with current and prospective students, faculty, and staff regarding student enrollment policies and procedures, confidential and other records, and services, programs, and activities.
2. Access and maintain the electronic and online application problem queue.
3. Analyze and evaluate records of enrollment and completed coursework to verify eligibility and completion of degree and certificate programs, IGETC & GE Certification, graduation, transfer, GPA, and other requirements for a variety of college and outside agency purposes.
4. Enters, modifies, and retrieves enrollment and related data with a database, some examples include; correcting student academic records, maintaining accurate lists of attendance records, student IDs, graduation and grades.
5. Assist students in the accurate completion of forms and required information.
6. Confers with supervisory staff to plan short and long-range staffing needs, workflow, customer service enhancements, web and other electronic modifications, operational procedures, enrollment services programs, outreach, and other activities, as well as the development and modification of computer programs, screens and reports



### **Rationale/Justification for the Position:**

As a result of the reorganization and addition of new responsibilities to the Transcript Evaluation Services department to include military transcripts, credit for prior learning and external examinations, as well as increasing student requests, the Transcript Evaluation Services department requires an Admissions & Records Assistant III to support the expansion of department responsibilities. This will include the implementation of new data infrastructure systems and procedures that were identified by our district as impeding the efficiency and service level for Transcript Evaluation Services.

The addition of a Admissions & Records Assistant III position is critical to increasing the District's capacity to effectively and efficiently process student enrollment records.

### **Process Used:**

#### **Identification of Need for District-Level Admissions and Records Assistant III**

In Spring 2020, the TES Staffing Analysis was conducted, documented, and discussed with the Deans of Enrollment Services and Counseling and the Vice President's Council. The final [TES Staffing Analysis Report and Recommendations](#) was presented in Spring of 2021.

Various data infrastructure and procedural concerns were identified as impeding the ability of the district to provide transcript and enrollment services in an efficient, compliant, and student-oriented framework. Through the [Project Prioritization Process](#), two TES Office projects were prioritized in the Top 8 projects by the colleges. These include Transcript Evaluation in the CRM (Tied-1st) and Automated Transcript Evaluation (Tied-8th). This deliberative process led to the district's decision to centralize the processing of military transcripts, credit for prior learning, and external examinations to provide accuracy and consistency across the district.

For example, the current de-centralized process requires the Admissions & Records Assistants on the campuses to handle paper transcripts resulting in the inconsistent interpretation of student records, the possibility of lost paperwork, and students having to navigate between the campuses and district office for enrollment services.

Among other clerical and supportive duties, the district-level Admissions & Records Assistant III will handle paper transcripts to provide a one-stop shop for student records and enrollment services, provide the technical and clerical support required to move forward with the mission-critical projects of the Transcript Evaluation Services unit to support the colleges' Admissions and Records units, provide accuracy and consistency across the district for transcription and records evaluation and provide a streamlined and student-first approach to district enrollment services.

## **New Position - Executive Summary**

**Organization:** District Office

**Position Title:** Mail Clerk

**Position Classification & Salary Range:** Grade 13 – Salary Schedule 60

**Position Funding Source:** Current Unrestricted-Chanc Ofc, Cañada, CSM, and SKY, Fund 1

### **Position Description:**

The Mail Clerk responsibilities include routine clerical work involved in the pick-up, processing, delivery and distribution of College and District mail. Under general supervision, the employee sorts, picks up packages, delivers and distributes special and regular postage letters, parcels, books, supplies and other items, using a working knowledge of mailing procedures.

### **Role & Responsibilities:**

Exchanges information with staff and postal service representatives regarding weight and postage, pick-up and delivery specifications, special mail handling, sorting changes and packaging. Drives a motor vehicle to transport, pick up and deliver letters, packages, equipment and supplies. Provides input into and follows a schedule of mail pick-up and delivery, following specific routes and timelines, as well as makes special off-schedule deliveries and pick-ups as assigned. Organizes, sorts, and bundles mail, including letters, packages and other materials. Issues and receives receipts for special handling and regular mail, including proof of mailing and delivery. Operates postal machines and scales. Uses a database, computer software, and mobile technology to enter, modify and retrieve routine data as assigned. Sets up and maintains routine communication with supervisory and other mail staff. Sets up and maintains routine files and supplies.

### **Rationale/Justification for the Position:**

With the retirement of the former mail clerk, staff had the opportunity to assess the need for the position. The volume of work no longer requires a full-time position due to the reduction of incoming hard copy mail from external and internal sources as we move toward a paperless environment.

### **Process Used:**

Consultation with campus units, Human Resources and District administration.

## **New Position Request – Executive Summary**

**Organization** – District Office ITS

**New Position Title:** Marketing Cloud and Experience Cloud System Administrator

**Position Classification & Salary Range:** Schedule 40 Grade 210S

**Position Funding Source:** Funded from the top, shared cost across the District.

**Position Description:** The Marketing Cloud and Experience Cloud Administrator is a member of the CRM Team in the Information Technology Services (ITS) Department, and they will work closely with the CRM System Administrator the CRM Senior Programmer. The person in this position will be someone with excellent technical and communication skills who can interface directly with internal stakeholders to understand their needs in order to administer and enhance the system accordingly. The Marketing Cloud and Experience Cloud Administrator is responsible for day to activities in Marketing Cloud and the Design and user experience in Experience Cloud (Community Cloud). In Marketing Cloud this person will lead the design and maintenance of Marketing Cloud including journeys, automation, data extensions, synchronization, and audit trail monitoring. This person will also lead activities in Experience Cloud to improve the experience for students and other stake holders. This includes implementing new design features, improvements, and customizations, as well as configuring Lightning Components, Experience Cloud components, and digital experiences.

### **Roles and Responsibilities:**

#### **Marketing Cloud System Administrator**

- Perform daily administration and support of Marketing Cloud and related Objects including but not limited to creating/managing business units, security settings including custom roles and permissions, automations, data imports and synchronization, data extensions and audit trail monitoring
- Lead development and maintenance of Journeys in Marketing Cloud including but not limited to Recruitments Messages, Matriculation Messages, Registration Messages, Program Specific Messages, etc.
- Collaborate with the Salesforce System Administrator, Third Party vendors/consultants, Campus Marketing Teams, ITS (Information Technology Services), and other stakeholders
- Build reports and manage data extensions in Marketing Cloud that provide real time insight into operations and outcomes
- Lead the implementation of new releases of Marketing Cloud and various related applications in use (Salesforce.com, Salesforce.org, Enrollment Rx (ERX), Salesforce Advisor Link (SAL), Marketing Cloud Connect, etc.) Research and share new features, make recommendations on new features, understand how they impact our organization to ensure we are taking full advantage of offerings.
  - Participate in new project discovery, configuration design, testing, and deployment. Have a strong understanding of business requirements, and make recommendations for solutions
  - Proactively learn newly implemented systems/tools outside the enhancement workstream
  - Assist in training, troubleshooting, and support with end users in Marketing Cloud

- Assist users with dynamic content using AMPScript. Maintain and enhance data extensions using SQL activities in automation studio

### **Experience Cloud (Community Cloud) and User Experience Design**

- Provide design expertise, best practices, and guidance in Experience Cloud and other Salesforce Objects
- Improve Experience Cloud user experience with design improvements and customizations
- Direct customer engagement to help them derive value from their Experience Cloud (AKA Community Cloud) solutions
- Enable digital experiences across multiple channels
- Measure adoption and engagement for Experience users
- Apply brand and design pages to Experience Cloud, Mobile, etc.
- Configure Experience Builder Components and Lightning Components
- Understand the out of the box capabilities and limitations, and when to customize including developing strategies for accessibility and inclusion
- Comfortability with HTML, CSS
- Assist in integration of other tools with Experience Cloud
- Demonstrated ability to capture design business requirements, translate those requirements to technical/business solution options, and be able to communicate those effectively back to the customer, both from a technical and business aspect

### **Rationale/Justification for the Position:**

The Marketing Cloud and Experience Cloud System Administrator will be a key member of the CRM (Salesforce) Team who will support Marketing and student experience in the CRM with a District Wide impact. The addition of this new role will increase the technical capacity of CRM Team, allow the CRM Team to take on more projects, and expedite the implementation of projects that are already in progress.

This role will lead and design implementation for automated messaging for students sent through Salesforce Marketing Cloud, as well as improve student experience through design and customization of the Student Success Link (Salesforce Experience Cloud), which students access frequently for academic counseling appointments, event registration, COVID-19 testing appointments, accessing forms, reviewing tasks, etc.

This role will support projects in the CRM and Marketing, as well as student experience that includes, but is not limited to: recruitment, retention, student engagement, matriculation, academic counseling, veterans and military connected students, COVID-19 messaging and testing notifications, transcript evaluation, K-12, as well as texting and communication provided through the CRM.

**Process Used.** In consultation with Chancellors Cabinet & multiple discussion with Campus leaders on increasing our outreach using tools such as CRM Marketing Cloud. Plus, this role has been discussed with College Marketing Teams and the District Communications Director.